WATERTOWN KEEPS CITIZENS SAFE WITH WATERTOWNALERT

Citizens and Businesses Can Sign Up to Receive Critical Alerts During Emergencies Watertown, MA - January 3, 2012 - The Town of Watertown will begin using Everbridge Aware™ for Citizen Alerts, an emergency notification system provided by Everbridge, the leading emergency notification system provider, to communicate with thousands of businesses and residents in minutes in an emergency.

WatertownALERT will be able to alert residents about severe weather, fires, floods. toxicenvironmental issues and other emergencies using Everbridge Aware for Citizen Alerts. Messages can be sent to residents on any communication path desired - cell phone, home phone, email, text messaging, fax, pager, PDA and more - ensuring that residents and Town staff receive life-saving emergency information and important public service announcements in minutes. Citizens listed in the White Pages database will be automatically subscribed to alerts by phone, though any citizen may self-register, provide additional contact information or opt out. In addition, the Town plans to use the Everbridge system to notify residents about other important activities, such as road closures, water utility maintenance and other important non-emergency information. "We have a commitment to our citizens to protect them from any danger that threatens our community. The ability to reach all residents quickly during an emergency to warn them and provide guidance is critical to upholding that commitment, which is why we are rolling out WatertownALERT," said Fire Chief Mario Orangio. "The Everbridge emergency notification system ensures the Town will be able to react accurately and efficiently in a natural disaster or other crisis.

In addition, it is an effective method of providing timely non-emergency messages to help keep our residents informed." Jaime Ellertson, CEO of Everbridge, commented, "A robust emergency notification system is an essential tool for cities that need to notify thousands of residents and businesses rapidly and efficiently during an emergency. Everbridge is proud to have been chosen by the Town of Watertown as a critical component of its emergency response plan."

To sign up for WatertownALERT, please visit: www.watertown-ma.gov and click on the "Notification Sign Up" button. Contact: watertown-ma.gov for questions call (617) 972-6420